

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Thursday, December 17, 2020**

The meeting of the Downtown Development Authority was held Thursday, December 17, 2020 at 8:00 a.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Ms. Sheryl Cook, Vice Chair  
Mr. Joseph Hopkins  
Ms. Tammy Kozinski

**Board Members Absent**

Mr. Michael Sznajstajler, Chair  
Ms. Quanita May, Commissioner

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Robert Jagger, City Attorney  
Ms. Sherry Randolph, Public Information Officer  
Ms. Becky Groom, Board Secretary

1. **Call to Order**

Ms. Cook called the meeting to order at 8:00 a.m.

2. **Roll Call**

Roll was called and members were noted present as stated above.

3. **Approval of Minutes**

**Regular Meeting – November 19, 2020**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of November 19, 2020 as presented. The motion carried (3-0).

4. **Public Comments by Persons Addressing the Board**

Procedures for persons wishing to address the Board during the meeting were included as part of the agenda.

5. **DDA Staff Reports**

a. Public Safety Update

Mr. Berger stated Capt. Scott Lee is out of town and not available to report to the Board.

Ms. Kozinski stated there has been no police presence in the downtown.

Ms. Cook asked that Mr. Berger talk with the Police staff about having the police back in the downtown area. Ms. Cook stated with the holidays approaching, there will be more people in the downtown shopping and expressed concern about police not being in the area.

Mr. Hopkins stated there is an active presence of people on South Beach Street near Marina Point living in the bus stops and expressed concern about the lack of police presence in the area.

Mr. Berger stated he will speak with Capt. Goss about the need for police in the downtown area.

b. Monthly Financial Report

Mr. Berger presented the Monthly Staff Report which was included as part of the packet. Mr. Berger stated the report only includes the first week and a half in December and is considering changing the issuance of the report to coincide with the Board's meeting date.

c. Events Update

Mr. Berger stated he has talked with Al Smith about the Wine and Chocolate Walk which is held in February. Mr. Berger stated Mr. Smith would like the Board to approve support of the event so he can continue planning the event.

Mr. Jagger stated the Board could approve a motion to approve the event and the agreement could be presented at the next meeting. Mr. Jagger stated the agreement could be drafted including a clause that would allow cancellation of the event if necessary due to Covid.

Mr. Berger stated in the past, Mr. Smith has agreed not to charge the DDA for the Wine & Chocolate Walk. Mr. Berger stated the agreement

for last year's event included \$5,000 for reimbursement to BullsEye for the promotion of the event as well as the permit fees.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to have the City Attorney prepare a contract with Bulls Eye Marketing for the Wine and Chocolate Walk to be held on February 6, 2021 and the agreement will include a contingency for cancellation two weeks prior to the event and a sponsorship for \$5,000 for reimbursement to Bulls Eye for promotion of the event and permit fees. The motion carried (3-0).

Mr. Hopkins stated he would like an update from Mr. Smith on the status of holding the event.

Mr. Berger stated the proposed schedule for events to be held in 2021 includes the Beer & Bacon event. Mr. Berger stated Mr. Smith will provide the Board with a schedule of events he plans to hold in 2021.

Mr. Berger stated at some point, there are plans to start holding the Friday night events at the Market at Magnolia.

d. Farmers' Market Update – Market Manager Contract

Mr. Berger stated included in the packet is the summary of the Farmers Market report. Mr. Berger stated also included in the packet is a proposed contract with Melanie John, the Farmers Market Manager. Mr. Berger stated he will work with Ms. John to put together a chart of her activities to help evaluate her efforts.

Ms. Kozinski asked about the preacher who broadcasts at the Market.

Mr. Jagger stated the DDA has the right to operate the Market without interruption. Mr. Jagger stated he has been working with Mr. Berger to establish rules as to where the preacher as well as others can be during the operation of the Market. Mr. Jagger stated he has asked Mr. Berger to provide evidence of what has been happening. Mr. Jagger stated the preacher has the right to be there but without interrupting the Market operations. Mr. Jagger stated the preacher cannot interfere with customers and merchants. Mr. Jagger stated he has asked for emails that have been received regarding complaints

about the preacher as well as any video that may be available. Mr. Jagger stated the preacher will be given a warning regarding any disruption and if the disruption continues, the Police will trespass the individual. Mr. Jagger stated staff has talked with the preacher's attorney and advised him of the consequences.

Ms. Kozinski stated the preacher has also disrupted businesses in the area due to the noise.

Ms. Cook stated she has become aware of a potential vendor but the vendor has stated she would be unable to work in the current environment at the Market due to the noise from the preacher.

Mr. Berger provided a revised proposed contract with the Market Manager.

Mr. Jagger stated the proposed contract has a change of \$200 for the Market Manager's fee and the remaining changes are due to changes in the Manager's operations.

Mr. Berger stated the additional duties include the SNAP program, traffic control at the new location, permitted use of a Gator vehicle, training with the Traffic Manager, tent set-up, and recruitment of new prospects.

Mr. Hopkins stated the performance bonus was set in the original agreement at \$18,000 and asked if the platform should be lower in order to give the Manager an incentive to build the Market back up.

Mr. Berger stated he agrees with Mr. Hopkins and the level could be raised if needed at a later date.

Mr. Jagger stated the performance level could be reduced but it could not be raised without the consent of the Market Manager. Mr. Jagger noted if the Manager brought in revenue above what is projected, the agreement could include allowance for a bonus based on the increased revenue.

Mr. Hopkins stated there should be an incentive that is attainable and one will motivate the Manager to succeed.

Mr. Jagger suggested lowering the threshold for a certain period of time and having that threshold and time restriction outlined in the contract.

Mr. Hopkins suggested a 30% reduction in the threshold. Mr. Hopkins stated the DDA evaluates the contract every year and the performance bonus is paid at the end of the year.

Ms. Kozinski stated she is comfortable with the proposed 30% reduction.

Mr. Hopkins stated the Market has received \$1,894 in revenue so far this year and asked how many weeks are included in that amount.

Mr. Berger stated it is about 8 weeks.

Mr. Hopkins stated the Market is generating about \$1,000 per month in revenue and the performance bonus is based on \$1,800 in revenue per month.

Ms. Cook stated the Market Manager has done a lot this past year and has included her daughter working in the information booth.

Ms. Kozinski stated there have been many changes during the past year that the Market Manager has had to endure, including the move to Magnolia. Ms. Kozinski stated she wanted to publicly thank Ms. John for what she has done during the past year.

Mr. Berger stated he talks with the vendors on how Ms. John is doing and they always have positive comments. Mr. Berger stated Ms. John continues to excel in the eyes of the vendors. Mr. Berger stated he will talk with Ms. John about the proposed changes to the contract.

#### **Public Comments:**

There were no public comments.

#### **Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to adjust the performance bonus to \$15,000 per year. The motion carried (3-0).

Mr. Berger stated a Santa's Village will be set up at the Market and offering free photographs with Santa. Mr. Berger stated the event will be gratuitous and is a way to promote the Farmers' Market. Mr. Berger stated 3 staff people will be involved to monitor social distancing, and the Santa's Village will be open from 9:00 a.m. to noon.

Mr. Hopkins stated he would like to commend Mr. Berger and Ms. John for their efforts in promoting the Farmers' Market.

e. Downtown Projects Update

Mr. Berger stated the banners are up but more wreaths may have to be placed in the area.

Mr. Berger stated Beach Street is closed again for utility work for the Brown & Brown project.

Ms. Kozinski stated people do not know the street is closed until they are close to the area.

Mr. Hopkins asked what is the timeline and he thought Brown & Brown would be occupying the building soon.

Ms. Cook stated she heard they will not be moving in the building until the first of January.

Sherry Randolph, Public Information, stated Brown & Brown has not decided when they will be opening the building.

Mr. Berger stated when the information is available, he will let the Board know.

Mr. Berger stated the Project Delta West is still in progress.

Mr. Berger stated the Burgoyne block development was not presented to the City Commission on December 16, 2020 due to an advertising issue. Mr. Berger stated the item is now scheduled to be presented at the January 6, 2021 City Commission meeting.

Ms. Kozinski asked what the hold-up is on the Delta West project.

Mr. Berger stated there were issues at the City Commission meeting and there may be some renegotiations.

**6 Gold & Associates Presentation**

a. Monthly Presentation

Keith Gold, Gold & Associates, presented the monthly report which was included as part of the packet. Mr. Gold stated the website and calendar are updated on a continual basis. Mr. Gold stated ads are running on Google and social media. Mr. Gold stated advertisements are placed with

the Observer, Daytona Times, Southern Stone as well as radio advertising. Mr. Gold stated the kiosks have been updated and show the new parking areas. Mr. Gold stated the winter rack card has been produced. Mr. Gold stated an insert in the utility billing has also been created. Mr. Gold stated holiday light pole banners are installed and new banners will go up in January. Mr. Gold stated e-marketing blasts for consumers and merchants continue to be generated. Mr. Gold stated he is working with the Florida Department of Agriculture in an attempt to contact organic farmers to recruit them to the Farmers Market. Mr. Gold stated there are 267 organic farmers in Volusia County and 55 have responded to the marketing efforts, although none are participating in the Farmers Market at this time. Mr. Gold stated he continues to promote the Farmers Market through radio, newspaper, online advertising, and through the City's Public Relations Department. Mr. Gold stated activity at the website continues to grow.

Mr. Gold stated the DDA added funding to the Community Newspaper Advertising campaign last month and there has been an increase in radio and on-line advertising. Mr. Gold stated the special winter rack card, kiosk posters, and the flyer in the utility bills as well as e-marketing, and press releases have been developed and distributed, and the holiday street banners have been designed and installed. Mr. Gold noted the campaign is still under budget.

Ms. Cook asked if the winter rack cards will be distributed to merchants in stores.

Mr. Gold stated yes and there is also a condominium distribution program. Mr. Gold stated the cards will also be placed in city offices as well as throughout the County.

Ms. Cook stated the "open for business" listing still shows Davidson Fruits and Bill Green's has changed their hours. Ms. Cook stated Zappi's is listed as opening on December 1 and they are still not open.

Mr. Gold stated listings are changed as he is provided information.

Mr. Berger stated as soon as the information was provided to him about the change in hours for Bill Green's, that was provided to Mr. Gold and it was changed within hours. Mr. Berger stated it generally is the responsibility of the business to let the City know if there are changes in their hours, etc.

## **7. Public Comments**

There were no public comments.

Sherry Randolph, Public Information Officer, stated she is happy to be working with Mr. Berger and Gold & Associates to get information out about the downtown and updating the directories. Ms. Randolph stated she also works to create information for utility billing.

**8. Board Comments**

Ms. Kozinski stated she would like to receive updates on what is going on with the Riverfront Park project. Ms. Kozinski stated she heard the trees will be coming in next month. Ms. Kozinski also asked about the status of the seawall.

Mr. Berger stated there has not been an update from the City Manager about Riverfront Park and he does not have any information on the seawall.

Ms. Randolph stated she would get an update on the Riverfront Park plan.

Mr. Hopkins stated the Sweetheart Trail has evolved and has been impressive to see unfold but he does not see anything being done to promote it. Mr. Hopkins stated it has provided a complete makeover for the area.

Mr. Berger stated the next meeting will be the fourth Thursday which is January 28, 2021. Mr. Berger stated the Board will be polled about future meeting dates.

**9. Adjournment**

There being no further business, the meeting was adjourned.



Sheryl Cook, Vice Chair



Becky Groom, Board Secretary